

DIVERSITY+



By Alisa Clickenger

PIVOT!

Taking Advantage Of The Post-COVID Opportunity

There's a story I've heard a great many times at the motorcycle shows and on the road: A person endures great hardship, or has their personal freedom limited, and then sets about making dramatic changes to the landscape of their life. In fact, I have my very own version of this tale. When I was going through my divorce, I was subconsciously looking for a way to express my independence and an outlet for my newfound freedom and decided to take up motorcycling.

Post COVID-19 I see our entire country poised to make the same sort of pivot. Nationwide there is a pent-up demand for freedom and personal satisfaction. We're all itching to declare our independence, perhaps even tinged with a little defiance, after self-sequestering for more than two months. And I cannot think of a more perfect way for the public at large to express their contempt for confinement and eagerness for adventure than taking up motorcycling!

For those already riding it's a given: we're bursting-at-the-seams ready to ride! And for those who haven't started riding yet, we have an incredible marketing opportunity. If we update the messaging and the imagery in our

messaging! we have a golden opportunity to capitalize on all of the qualities that make motorcycling so appealing — the feeling of freedom, the thrill of doing things outside the norm, the zen-like effect of being incredibly present while riding and the incredible community that comes with powersports.

These golden moments as the country opens up again won't last long, yet the opportunity is so enormous that we may very well remember it forever. Public perception of what is considered "safe" has dramatically changed. The fact that we can now get a deadly disease from a sneeze or by going about our every day unexamined lives has shaken the foundation of what most people believe to be true in their lives.

As an industry let's come together to grow and expand our messaging to take advantage of this opportunity. Let's encourage people to live out their fantasies, to invest in themselves and to experience life in a deeper and more meaningful way. Let's show images of families coming together through powersports, mothers riding motorcycles, and the lesser-represented faces of motorcyclists. Let's help non-riders see themselves as riders through our words, pictures and videos.

Motorcycles are the ultimate social-distancing enjoyment activity. They are the perfect gateway vehicle for the post-pandemic new normal... and they are fun! By focusing on the fun and by focusing on the benefits of a rich and fulfilled life, we can attract new enthusiasts who are ripe for transformation, recreation and exploration.

If we change our story, we can most certainly make changes to our ridership in this unprecedented, yet most auspicious time.

Pivot! 

*Alisa is a two-wheeled world traveler, author, tour operator, and event producer. She has been featured in a variety of media outlets as a woman pursuing a life of adventure and helping others to access their inner wisdom and be free to lead lives they are passionate about. Her book **Boost Your Confidence Through Motorcycling: A Woman's Guide to Being Your Best Self On and Off the Bike** became an Amazon.com #1 Bestseller. In 2019 Alisa was also named to Dealernews TOP 100 People in Powersports. Her personal mission is to empower women through motorcycling and adventure while being a strong advocate for the powersports industry at large. Alisa's motorcycle touring company is www.WomensMotorcycleTours.com.*